

OCEANIC STEAMSHIP CO.

5 1/2 DAYS TO SAN FRANCISCO

FOR SAN FRANCISCO:

Ventura Dec. 3
 Sonoma Dec. 28
 Sierra Jan. 18
 Ventura Feb. 8

FOR SYDNEY:

Sierra Dec. 13
 Ventura Jan. 3
 Sonoma Jan. 24
 Sierra Feb. 14

C. BREWER & COMPANY, L.L.D.

General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:

S. S. Manoa Nov. 30
 S. S. Matsonia Dec. 7
 S. S. Lurline Dec. 14
 S. S. Wilhelmina Dec. 21

FOR SAN FRANCISCO:

S. S. Wilhelmina Dec. 1
 S. S. Manoa Dec. 7
 S. S. Matsonia Dec. 15
 S. S. Lurline Dec. 21

S. S. Hilonian, Seattle for Honolulu direct, November 13.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:

S. S. Shinyo Maru Nov. 28
 S. S. Chiyo Maru Dec. 24
 S. S. Tenyo Maru Jan. 4

FOR SAN FRANCISCO:

S. S. Chiyo Maru Nov. 30
 S. S. Tenyo Maru Dec. 21
 S. S. Nippon Maru Jan. 6
 S. S. Shinyo Maru Jan. 18

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE
 A steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TWENTY-FOUR DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. MINNESOTA, to sail on or about December 15.

For particulars as to rates, etc., apply to
 C. P. MORSE, General Freight Agent,
 H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver

Makura Dec. 10
 Niagara Jan. 7

For Suva, Auckland and Sydney

Niagara Dec. 1
 Makura Dec. 28

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

4 1/2 DAY SERVICE TO THE MAINLAND

Same Rate San Francisco

Same Rate Los Angeles

THE FLOATING PALACE OF THE PACIFIC

"S. S. GREAT NORTHERN"

The Fastest and Most Luxurious Ship in Pacific Waters.

FOR THE MAINLAND

Leave Honolulu Dec. 5, Dec. 28, Jan. 15, Feb. 4, Feb. 28

Arrive San Francisco Dec. 11, Dec. 31, Jan. 20, Feb. 9, Feb. 22

One Way \$65 and TOURIST \$45 and STEERAGE \$35 and TRIP \$130 and FARE \$130

FOR RESERVATIONS, DESCRIPTIVE LITERATURE, ETC., FRED L. WALDRON, LTD., Agents

Honolulu

Try the

WESTERN PACIFIC DENVER & RIO GRANDE

Route

For quick transit of freight.

FRED L. WALDRON, LTD., Agents

FREIGHT

TICKETS

Also reservations

any point on the

mainland.

See WELLS-FARGO & CO., 72 S. King St. Tel. 1515

NOTICE TO CREDITORS.

The undersigned having been duly and legally appointed administrator of the estate of Yufji Desaki, deceased, late of Honolulu, Oahu, hereby gives notice to all creditors of said deceased to present their claims duly authenticated and with proper vouchers, if any exist, even if the claim is secured by mortgage upon real estate, to him, the said administrator, at the office of Sam. F. Chillingworth, 55 Merchant street, Honolulu, within six months from the date of the first publication hereof, or the same will be forever barred.

Honolulu, Oahu, T. H., October 20, 1915.

YASUKICHI KOCHIYAMA,

Administrator of the estate of Yufji Desaki, deceased.

6411-Nov. 3, 10, 17, 24, Dec. 1.

SAGGAGE
 Honolulu Construction & Draying Co., Ltd.,
 65 Queen St.,
 Phone 1981

DO IT ELECTRICALLY

Hawaiian Electric Co.

OAHU RAILWAY TIME TABLE

OUTWARD

For Waiwae, Waiwae, Kahuku and

way stations—9:15 a. m., 9:30 p. m.

For Pearl City, Ewa Mill and way

stations—7:30 a. m., 9:15 a. m.,

11:30 a. m., 2:15 p. m., 3:30 p. m.,

5:15 p. m., 7:30 p. m., 11:15 p. m.

For Wahiawa and Lihoua—10:30

a. m., 12:40 p. m., 5:00 p. m., 11:00

p. m.

INWARD

Arrive Honolulu from Kahuku, Wai-

wae and Waiwae—9:36 a. m., 9:21

p. m.

Arrive Honolulu from Ewa Mill and

Pearl City—7:45 a. m., 9:36 a. m.,

11:02 a. m., 1:40 p. m., 4:26 p. m.,

5:31 p. m., 7:30 p. m.

Arrive Honolulu from Wahiawa and

Lihoua—9:15 a. m., 11:55 p. m.,

4:01 p. m., 7:10 p. m.

The Haleiwa Limited, a two-hour

train (only first-class tickets honored)

leaves Honolulu every Sunday at 8:36

a. m., for Haleiwa hotel, returning ar-

rives in Honolulu at 10:10 p. m. The

Limited stops only at Pearl City and

Waiwae.

*Daily, except Sunday, Sunday only.

G. P. DENISON, F. C. SMITH,

Superintendent, G. P. A.

Home Course in Advertising

To be Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo YMCA High School



PURPOSES OF THE COURSE—(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER X.

HOW TO FIND THE APPEAL OF SOMETHING "UNKNOWN-BY-BRAND."

It is easiest to bring about action, when advertising a thing which is known and needed, as to kind, but is "Unknown-by-Brand." Here you don't have to make the buyer spend money that she otherwise would not spend. For instance, she would have to get some sort of a cleaning powder, anyway; so you do not have to change her tendencies or convictions a great deal in order to switch her over to your brand. So, to get action you must simply persuade the woman, either through instinct or argument, to try your kind the next time she is to spend that dime or nickel.

If you do succeed in getting her to try your brand, it is not so much through any appeal to her business tendency. The commercial profit for her in using your cleansing powder, for instance, instead of the other fellow's, is as a rule quite negligible. The pleasure element is her main susceptibility. You might particularly appeal to her on the suggestion that it would be fun to try this new kind next time. Thus her weakness would be your best point of attack. "Your ammunition might be, for instance: 'Eventually, why not now?' Your aim would be to make her say to herself, 'What's the use of putting this off, I'll use this thing some day. I guess I will try it the next time I am at the grocer's.'"

So, in this class, your main job is to hammer home the name. Argument is not entirely necessary. In fact, by resorting to reason-why, you would probably use up your newspaper space in unprepossessing type-matter. If, instead of that, you used an eye-catching illustration, or an attention-impelling display of the name, then, with the same expenditure, you could so much more effectively force your brand into the reader's consciousness.

In other words, publicity is what you need for this class of goods. Suggestion can be accomplished through almost any medium—whether it be painted sign, street car card, or poster. In fact, any kind of advertising, including magazine and newspaper, may be successfully used in this kind of endeavor to establish a specific brand. But, in this case, the amount of circulation you can buy per dollar spent is usually the determining factor. And on that test, when circulation is based on the number who really see the medium, then the newspaper is most desirable, even for the merely suggestive publicity.

Very few try to use the magazines, however, for this kind of advertising. The Prophylactic Tooth Brush and 2-in-1 shoe polish are about the main ones just now. Many, however, use the newspapers for name-presentation. For instance, Coca Cola, Shredded Wheat, H-O, Salada Tea, Royal Baking Powder and others successfully employ the newspapers to keep their brands so well-known as to be public by-words.

Friday's chapter will be: "What Diction Best Carries Appeals to the Prospect?"

PRICES IN GERMANY CLIMBING FASTER THAN WAGE INCREASES

(By Associated Press)
 BERLIN, Germany.—Labor statisticians, who have been watching the situation closely and critically as the months of war have passed, agree with a fair degree of unanimity on the general effect of the conflict on wages, but disagree to some extent on the relation between the wages paid today and the cost of living—as to whether or not the workingman's pay has increased as fast as prices of foodstuffs have.

They agree that the men in the "war materials" trades, and the women for that matter, today are receiving 50, 70 and even 100 per cent more than they ever did before. In most cases the advance is nearer to 100 per cent than 50 or 70, because there is no limit to the amount of work to do, there is unlimited opportunity for overtime work, wages are higher than usual and help is scarce. In other skilled trades that supply ordinary needs—the printing and carpenter trade for instance—the advance, it is agreed, is neither so great nor so even. The printer is making from 3 to 5 marks a day more than he used to; the carpenter's gain depends on how much work he has the strength or the inclination to do; the brewer is getting an even 10 marks more a week; the leather worker, like the carpenter, can be gauged only by his capacity.

The benefits accruing to the unskilled workers simply cannot be estimated.

because they are so variable and so dependent upon employers' generosity, chance circumstances and the like. The authorities are agreed that these workers have been less benefited than any others, but find it impossible to determine the degree of benefit.

Alwin Koersten, Secretary of the Central Employment Bureau of the Berlin trades, who might be termed a walking statistical office, and who is constantly in close touch with workers of all kinds, is positive that living costs have advanced faster than wages, and that the "war materials" workers are the only ones who have kept up.

STEFANSSON SENDS SOME RARE POLAR SPECIMENS

The Canadian naval service branch has received a report from Dr. Anderson, head of the southern branch of the Stefansson expedition. It states that when the explorer comes back to civilization he will bring a rare collection of biological and zoological specimens, probably the most valuable of any ever brought out of the north. Dr. Jensen, the ethnographical expert of the party, has secured many phonographic records of Eskimo songs and their language. They will be reproduced and studied at leisure. Moving pictures of the diminutive people of the Arctic have also been secured.

JAPANESE ARMY DESERTERS TAKE SUICIDE ROUTE

TOKIO, Japan.—The frequency of army desertion, as well as suicide of some of the deserters, is causing some concern among the military authorities. Statistics show that during last year there were 955 cases of desertion, of which 93 per cent were common soldiers. Tokio leads other cities with 184 cases while there were 112 cases at Osaka. Out of the total, 258 soldiers were brought before the military court and punished while 698 deserters voluntarily surrendered before the three days' grace had expired.

The increase of suicide among deserters is believed to be due to the reduction of days of grace during the war from six to three days, the deserter sometimes preferring to kill himself than face the shame of court-martial.

Deserters who surrender before the three days expire are restored to the service with a light admonition. If they delay their return they become fugitives and are peremptorily punished on their arrest by the military court.

MACKEREL CATCH LARGEST IN HALF A CENTURY

BOSTON, Mass.—The mackerel catch now being brought to this port and Gloucester is said to be the largest that the fall fishing season has had in half a century. Five hundred thousand pounds were brought in schooners arriving with ice piled from rail to rail and slipping over boards rigged to hold deck cargoes. In the fish houses the crews are working night and day to get the mackerel salted.

Directors of the United Drug Co. have formally voted to purchase a controlling interest in the Riker-Hegeman Drug company, it was announced at Boston.

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Thursday, Nov. 25.
 Maui—Claudine, L.I. str.
 Friday, Nov. 26.
 San Francisco—Shinyo Maru, T. K. K. str.
 Saturday, Nov. 27.
 Hilo—Mauna Kea, L.I. str.

VESSELS TO DEPART

Thursday, Nov. 25.
 Kaula—W. G. Hall, L.I. str.
 Friday, Nov. 26.
 Yokohama—Shinyo Maru, T. K. K. str.
 Maui—Claudine, L.I. str.
 Saturday, Nov. 27.
 Hilo—Mauna Kea, L.I. str.

MAILS

Mails are due from the following points as follows:
 San Francisco—Shinyo Maru, Nov. 26.
 Yokohama—Chiyo Maru, Nov. 29.
 Australia—Ventura, Dec. 2.
 Vancouver—Niagara, Dec. 1.
 Mail will depart for the following points as follows:
 San Francisco—Chiyo Maru, Nov. 30.
 Yokohama—Shinyo Maru, Nov. 26.
 Australia—Niagara, Dec. 1.
 Vancouver—Makura, Dec. 10.

TRANSPORT SERVICE

Logan, at coast.
 Thomas, left here Nov. 15, for Guam and Manila.
 Sherman, now at coast.
 Sheridan, due December 5 from Manila.
 Dix, now at Seattle.
 Warren, in the Philippines.
 Buford, at Cristobal.

PASSENGERS DEPARTED

Per. I. I. str. Kinan, for Kaula, November 23.—P. A. Gorman, Miss P. Merrill, Mrs. E. Merrill, Miss M. Lane, Capt. and Mrs. Leavitt, Tan Wo, wife and infant, Miss Tan Wo, Mr. and Mrs. Despain, G. P. Wilcox, J. H. Moragne, E. J. DeLacey, Masters Bodrero (two), Z. S. Spalding, Miss Sophie, D. W. Bean, C. W. De Fries, Sam Hee.

LEGAL NOTICE

IN THE CIRCUIT COURT OF THE First Judicial Circuit, Territory of Hawaii. At Chambers—in Probate.

In the matter of the estate of R. Miyata, deceased.
 The undersigned, having been duly appointed administrator of the estate of R. Miyata, deceased, hereby gives notice to all creditors of said deceased to present their claims, duly authenticated and with proper vouchers, if any exist, even if the claim is secured by mortgage on real estate, to him at the offices of Lindsay & Lymer, 506-512 Stangenwald building, Honolulu, within six months from the date of the first publication of this notice, said date being November 9, 1915, or within six months from the day they fall due, or the same will be forever barred.

Honolulu, T. H., November 9, 1915.

CHARLES KURAMOTO,

Administrator of the estate of R. Miyata, deceased.

Lindsay & Lymer, attorneys for administrator.

6317-Nov. 10, 17, 24, Dec. 1, 8.

PROPOSALS FOR COAL AND COKE

Office of Department Quartermaster, Honolulu, T. H.—Sealed proposals will be received here until 11 a. m., Nov. 27, 1915, and then opened, for furnishing coal and coke, required for the Hawaiian Department during the period commencing January 1, 1916, and ending June 30, 1916. Further information on application. 6306-Oct. 28, 29, 30, Nov. 1, 24, 26

LORD-YOUNG
 Engineering Co., Ltd.
 Engineers and Contractors
 Pantheon Block, Honolulu, T. H.
 Telephones 2610 and 4587.

M'CHESNEY COFFEE CO.
 COFFEE ROASTERS
 Dealers in Old Kona Coffee
 MERCHANT ST., HONOLULU

WIRE FENCES AND GATES
 The very best for every use.
 J. C. AXTELL'S
 Alakea Street

SPECIAL SALE
 Grass Linen and Pongee Waist
 Patterns
 YEE CHAN & CO.
 Corner King and Bethel Streets.

CURIOS, JEWELRY AND NOVELTIES
 HAWAIIAN JEWELRY NOVELTY CO.
 King and Bethel Streets.

JAMES NOTT, Jr.
 Plumber and Sheet Metal Worker.
 Phone 2586 74 S. Beretania

Reliable Transfer Co.
 PHONE 5319
 Bethel St., bet. King and Hotel Sts.

Economize in everything—
 Use White Wings.
 At Your Grocer's.

RE-TIRE AND SUPPLY CO.
 GUARANTEE SATISFACTION.
 Corner Nuuanu and Pauahi Sts.

FONG INN & CO.
 Antiques and Chinese Merchandise.
 Nuuanu, above Pauahi.

Suggestions and designs for
 RESETTING AND REMODELING OLD JEWELRY.
 Gold and Platinum Settings.
 WALL & DOUGHERTY.

Territorial Agents for—
 STANDARD GAS ENGINES
 Honolulu Iron Works Company

D. J. CASHMAN
 TENTS AND AWNINGS
 New Tents & Canopies for Rent
 Thirty Years' Experience.
 Fort St., near Allen, upstairs.
 Phone 1467.

HAVE YOU HAD YOUR FEET
 "FOOTGRAPHED" YET?
 REGAL BOOT SHOP
 Fort and Hotel Streets

PAPER
 All kinds of Wrapping Papers and
 Twines, Printing and Writing Papers
 AMERICAN-HAWAIIAN PAPER
 & SUPPLY CO., LTD.
 Fort and Queen Streets, Honolulu
 Phone 1410. Geo. G. Guild, Gen. Mgr.

The HUB
 for Clothes

WIRELESS
 MUTUAL TELEPHONE CO., LTD.

PACIFIC ENGINEERING
 COMPANY, LTD.
 Consulting, Designing and Constructing Engineers.
 Bridges, Buildings, Concrete Structures, Steel Structures, Sanitary Systems, Reports and Estimates on Projects. Phone 1045.

STEINWAY
 Bargains in Other Pianos
 PLAYER PIANOS
 THAYER PIANO CO., LTD.
 156 Hotel Street. Phone 2313.

HOTEL STEWART

SAN FRANCISCO
 Geary Street, just off Union Square
 European Plan \$1.50 a day up
 Breakfast 50c Lunch 50c Dinner \$1.00
 Most Famous Hotel in the United States
 New steel and concrete structure.
 350 rooms, 250 connecting
 bathrooms. Homelike comfort
 rather than unnecessarily
 expensive luxury. In center of
 theatre, cafe and retail districts.
 On car lines transferring all
 over city. Take municipal car
 line direct to door. Motor Bus
 meets trains and steamers.
 Hotel Stewart is recognized as
 Hawaiian Island Headquarters. Cable
 address "Stewart" A B C Code.
 J. H. Love, Honolulu Representative

PLEASANTON HOTEL
 LUXURIOUS AND COMFORTABLE
 STRICTLY FIRST CLASS
 100 ROOMS 50 BATHS

Wahiawa Hotel
 Nearly 1000 feet elevation; near depot; grand scenery; fine bass fishing.
 For particulars address E. L. KRUSK.
 Wahiawa. Phone 0393.

Seaside Hotel
 CHARMINGLY SITUATED AT WAIKIKI
 Delightful Rooms; Perfect Cuisine.

CORAL GARDEN HOTEL
 See the Wonderful Marine Pictures
 in KANEHOE BAY—
 Glass-bottomed sail and row-boats for hire—Good Meals Served.
 A. L. MacKAYE, Proprietor.

HEINIE'S TAVERN
 Most Popular Beach Resort in the City.
 Rates That Are Right—
 American and European Plan
 "On the Beach at Waikiki"

SHOE
 Best grade of work done on Men's, Women's and Children's Shoes.
 Manufacturers' SHOE STORE

LAUNDRY—
 MESSENGER BOY
 PHONE 3461

SILVA'S TOGGERY
 Limited
 "THE STORE FOR GOOD CLOTHES"
 Elks' Building. King Street.

Pure Ice
 Delivered in any quantity at any time. Phone 1123.
 OAHU ICE CO.

The Wall Paper House
 OF HAWAII.

LEWERS & COOKE, LTD.

NOTHING COUNTS LIKE SERVICE—WE GIVE IT.
 KERSHNER VULCANIZING CO., LTD.
 1177 Alakea St. Phone 2434.
 Pisk and Miller Tires.

McINERNEY PARK
 Elegant Lots.

CHAS. S. DESKY, Agent.
 Merchant, near Fort.

MILLINERY
 HONOLULU HAT CO.,
 Hotel St., near Bethel St.

FINE FURNISHINGS
 IN HOLIDAY BOXES
 at THE IDEAL, Hotel Ewa Fort

Canton Dry Goods Company
 Hotel St., near Bethel St.